

PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

Annual Meeting

Tuesday, May 5, 2015
9:00 am to 1:30 pm

The Great Hall
Hubert H. Humphrey Building
200 Independence Avenue, SW
Washington, DC 20201

Agenda

Tuesday, May 5, 2015

9:00 am	Council Member Roll Call	pg 7	JoHannah Torkelson, <i>PCFSN Staff Member</i>
9:02 am	Welcome Remarks	pg 8	Shellie Pfohl, <i>PCFSN Executive Director</i>
9:05 am	Introduction of Surgeon General	pg 9	Karlie Harmon <i>Always #LikeAGirl Ambassador</i>
9:10 am	Surgeon General Welcome Remarks	pg 9	U.S. Surgeon General Vivek H. Murthy
9:25 am	PCFSN Executive Director Remarks	pg 15	Shellie Pfohl, <i>PCFSN Executive Director</i>
10:00 am	<i>Let's Move!</i> Update	pg 21	Debra Eschmeyer <i>Let's Move! Executive Director</i>
10:10 am	Active Schools in Action	pg 22	Dr. Jayne Greenberg, <i>PCFSN Member</i>
10:25 am	Performance	pg 27	Model Cities Senior Steppers, Model Senior Wellness Center, Washington, DC
10:35 am	Youth Panel	pg 27	Allyson Felix, <i>PCFSN Member (Moderator)</i>
10:55 am	Inclusion Roundtable Discussion	pg 31	Dr. Jayne Greenberg & Anthony Robles, <i>PCFSN Members (Facilitators)</i>
11:35 am	Presentation of Lifetime Achievement Awards	pg 38	Shellie Pfohl, <i>PCFSN Executive Director</i>
11:55 am	Active Aging Roundtable Discussion	pg 40	Jason Collins & Dr. Stephen McDonough, <i>PCFSN Members (Facilitators)</i>
12:35 pm	Physical Activity Break	pg 45	Donna Richardson, <i>PCFSN Member</i>
12:45 pm	Sport for All Roundtable Discussion	pg 45	Caitlin Cahow & Lt. Gen. (Ret.) Mark Hertling, <i>PCFSN Members (Facilitators)</i>
1:25 pm	Science Board Update	pg 54	Dr. Nancy Rodriguez <i>PCFSN Science Board Chair</i>
1:30 pm	Closing Remarks & Adjourn	pg 55	Shellie Pfohl, <i>PCFSN Executive Director</i>

PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

Co-Chairs

Drew Brees

Quarterback, New Orleans Saints
2009 Super Bowl MVP

Dominique Dawes

Motivational speaker; gymnastics coach
Three-time Olympic medal gymnast; US Olympic Committee Hall of Fame

Members

Dan Barber

Award-winning chef and co-owner, Blue Hill restaurant, New York City
Nutrition advocate; has appeared in "Best Food Writing" anthology for past five years

Caitlin K. Cahow

Three-time World Champion and two-time Olympic medalist, US Women's National Hockey Team
Canadian Women's Hockey League Board of Directors

Jason Collins

Retired professional basketball player; National Association of Basketball Coaches third team All-American and All PAC-10 first team
Partner with the Gay, Lesbian & Straight Education Network

Misty Copeland

First African American female soloist in more than two decades at American Ballet Theatre
Named by *Time Magazine* to their "100 Most Influential People" list in 2015

Allyson Felix

Olympic gold medal track and field sprinter
First woman to win three World Outdoor Championship 200-meter titles

Jayne Greenberg, PhD

District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools
Chaired the Sport Development Committee for the US Olympic Committee

Lieutenant General Mark Hertling (Ret.)

Former Commanding General of US Army, Europe; modernized the Army's basic training program
Received the Distinguished Service Medal, the Bronze Star, and the Purple Heart

Grant Hill

Retired professional basketball player (guard/forward), Los Angeles Clippers
Seven-time National Basketball Association (NBA) All-Star; 1996 Olympic gold medalist in basketball

Billie Jean King

20-time Wimbledon tennis champion; recipient of the Presidential Medal of Freedom;
Founder & first President, Women's Tennis Association

Michelle Kwan

Senior Advisor for Public Diplomacy and Public Affairs, US State Department
Olympic medalist; most decorated figure skater in US history

Risa Lavizzo-Mourey, MD

First female and first African-American president and CEO of the Robert Wood Johnson Foundation
Named to *Forbes* "100 Most Powerful Women"

Cornell McClellan

Owner, Naturally Fit, Inc., Chicago
Fitness consultant and personal trainer to President Barack Obama and First Lady Michelle Obama

Stephen McDonough, MD

Pediatrician; recently retired after serving North Dakota for more than three decades
Faculty member, University of North Dakota Medical School

Alonzo H. Mourning, Jr.

Vice President, Player Programs for the Miami Heat Basketball Organization
Seven-time NBA All-Star and two-time Defensive Player of the Year

Chris Paul

Professional basketball player (point guard), Los Angeles Clippers
Five-time NBA All-Star

Curtis Pride

Head Baseball Coach, Gallaudet University
Retired major league baseball player

Rachael Ray

Host of Emmy award-winning *The Rachael Ray Show*
Founder, Yum-o! non-profit organization to empower families to develop healthier relationships with food and cooking

Donna Richardson

International fitness guru (more than 25 award-winning videos)
National Fitness Hall of Fame

Anthony Marc Robles

National Collegiate Athletic Association (NCAA) Wrestling Analyst/Expert at ESPN
NCAA wrestling champion 2010-2011; Wrestling Hall of Fame

Robert Thomas Shepardson

Partner/Co-Founder, SS+K marketing and communications (clients include *Let's Move!* and *Joining Forces*)
Member, Council on Foreign Relations

Ian Smith, MD

Medical/diet expert on VH1's "Celebrity Fit Club"
Creator and founder of The 50 Million Pound Challenge and The Makeover Mile

Executive Director**Shellie Pfohl**

President's Council on Physical Fitness and Sports Community Leadership Award
Co-Founder/former Executive Director, Be Active North Carolina, named best US physical activity organization by the National Association for Health and Fitness

PCFSN Staff

Deputy Executive Director and Director of Public Affairs - VACANT

Lauren Darensbourg, MPH, Strategic Partnerships for Minority & Underserved Populations

Yesenia Diaz, MS, Public Health Advisor

Joey King, Deputy Director of Communications/Webmaster

Janelle Margolis, Project Management Consultant

Ebony Andrews, MPH, ORISE Fellow

Meredith Aronson, MPS, Partnerships & Communications

Ross Schwarzber, MA, ORISE Fellow

JoHannah K. Torkelson, JD, MPH, Special Programming & Communications

Presenters**Karlie Harmon**

Always #LikeAGirl Ambassador

Vivek H. Murthy, MD, MBA

Surgeon General

Debra Eschmeyer

Executive Director, *Let's Move!*

Nancy Rodriguez

Chair, PCFSN Science Board

Special Guests

Model Cities Senior Steppers

Model Senior Wellness Center

Washington, DC

Tuesday, May 5, 2015

The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on May 5, 2015.

Council Member Roll Call

JoHannah Torkelson, PCFSN Staff Member

Pre-meeting housekeeping announcements:

- Attendees must silence cell phones and refrain from their use during the meeting.
- PCFSN encourages social media posts about the meeting. Post on Twitter @fitness.gov.
- Exits during the meeting must be made through the back corner doorway.
- Building security restrictions require that a PCFSN staff member accompany all those who exit the Great Hall, including for restroom trips.

Ms. Torkelson called the meeting to order and conducted roll call:

Council Members in Attendance (14):

Dan Barber (via phone)
Caitlin Cahow
Jason Collins
Allyson Felix
Dr. Jayne Greenberg
Lt. Gen. Mark Hertling
Michelle Kwan
Cornell McClellan
Dr. Stephen McDonough
Alonzo Mourning Jr. (via phone)
Donna Richardson
Anthony Robles
Dr. Ian Smith (via phone)
Robert Thomas Shepardson

Council Members Absent (9):

Drew Brees, Co-Chair
Misty Copeland
Dominique Dawes, Co-Chair
Grant Hill
Billie Jean King
Dr. Risa Lavizzo-Mourey

Chris Paul
Curtis Pride
Rachael Ray

Welcome Remarks

Shellie Pfohl, *PCFSN Executive Director*

- Welcomed PCFSN members. Noted that the co-chairs found out at the last minute they could not attend the meeting, but send their best wishes. Announced that she would be chairing the meeting in their absence.
- Informed audience that Billie Jean King and Dan Barber were in New York receiving awards. Chris Paul was playing in the National Basketball Association (NBA) playoffs. Dan Barber, Alonso Mourning, and Dr. Ian Smith planned to attend the meeting via telephone.
- Welcomed those listening to the meeting via live web stream.
- Acknowledged lifetime achievement winners and youth ambassador panel participants in the audience.
- Thanked PCFSN partners who support the Council's mission.

Ms. Pfohl then gave the following remarks:

- The purpose of this meeting is for Council members to deliberate and discuss the present and the future. As such, we will not be hearing from the audience. But we take your comments and suggestions very seriously. If you have any comments or suggestions, please contact us after the meeting. Send an email to fitness@hhs.gov. Give a call to our office. You can find those numbers on our website – www.fitness.gov. We would love to hear from you.
- Yesterday the Council members and I rolled up our sleeves in an administrative session and breakout meetings to discuss topics you'll hear more about today. We'll be deliberating as a full group about where we want to go in the areas of inclusion, youth sports, and active aging. You'll also hear about our legacy programs, such as the Presidential Youth Fitness Program, President's Challenge, and I Can Do It! You Can Do It!

We also ventured out for three community events:

- A Special Olympics inclusive event in Washington, DC, where Anthony (Robles) and Jane (Greenberg) tried out their soccer skills. It was a wonderful opportunity for us to get to know our Special Olympic athletes.
- The opening ceremony of the DC Senior Games. We will have some Senior Games folks with us today in the audience. Donna (Richardson) attended that inspirational event.

- A Boys and Girls Club after-school program northeast DC. We had an awesome time – it was very loud and enthusiastic.

We do events to make sure we're staying in touch with what's going on out there in the community.

Introduction of Karlie Harmon

Ms. Pfohl: I would like to ask Karlie Harmon, an NFL "Together We Make Football" finalist and Always #LikeAGirl Ambassador, to come to the stage. She has joined us today to share her perspective on the importance of leading a healthy lifestyle. She will be joined by peers on a youth panel later this morning, but first, Karlie is here to help introduce a very special guest. As she comes to the podium, I would also like to share a video about Karlie.

[Council viewed video about Karlie's experience.]

Introduction of Vivek H. Murthy, MD, MBA, *US Surgeon General*

Ms. Harmon: Good morning, everybody. I will be introducing the Surgeon General. Vice Admiral Vivek H. Murthy was nominated by President Barack Obama in November 2013 and confirmed on December 15, 2014 as the 19th US Surgeon General. As America's doctor, Dr. Murthy is responsible for communicating the best available scientific information to the public regarding ways to improve personal health and the health of our nation. He also oversees the operations of the US Public Health Service Corps, comprised of approximately 6,800 uniformed health officers who serve in locations around the world to promote, protect, and advance the health and safety of our nation.

Dr. Murthy has devoted himself to improving public health through the lens of service, clinical care, research, education, and entrepreneurship. The son of immigrants from India, Dr. Murthy discovered a love for the art of healing early in his childhood while spending time in his father's medical clinic in Miami, FL. After attending Miami-Palmetto Senior High School, he received his bachelor's degree from Harvard University and his MD and MBA degrees from Yale University. He completed his residency training at Brigham and Women's Hospital.

Dr. Murthy regards caring for patients as the greatest privilege of his life. He has cared for thousands of patients and trained hundreds of residents and medical students as a clinician educator. Please welcome Surgeon General Vivek H. Murthy.

Surgeon General Welcome Remarks

Surgeon General Vivek H. Murthy: First, I want to thank Karlie for that wonderful and warm introduction. Karlie, you have been breaking barriers and setting examples for kids and adults throughout the country for several years now. I just want to tell you how proud I am of you and of the extraordinary example you are setting for people across this country. I was thinking as I watched that video that I wish I had a role model like you when I was a kid growing up. Thank you for the example that you set.

I also want to thank the Council for the great work that it has been doing, not only seeking to advance physical activity and nutrition, but also seeking to bring together new partners to make sure that this is a shared mission and one that grows in size and momentum over the next few years.

When I was watching the video, it also reminded me of many, many afternoons I spent as a kid growing up throwing the football around in my own backyard. I actually had aspirations of becoming a professional tennis or football player. I never had the skills that Karlie has, so I didn't go quite so far in that department.

But as a kid, I remember I was pretty shy. I wasn't very confident. It wasn't always so easy for me to make friends. Sports actually became a way that I gained more strength and confidence, met more people, and made more friends. The opportunity to be engaged in sports, to have a family that was supportive of sports, to have a school that gave me the opportunities to be involved in team sports and individual sports, was incredibly helpful for me and an important part of my development. That's something I certainly would wish for and hope for all kids in this country.

When I think about the great challenges that we're facing now as a country, these challenges are evident to many of you. You see it on the news. You see it in the newspaper that we are faced with a crisis when it comes to obesity and chronic disease, including diabetes and heart disease. You read about the challenges we face with mental health in all corners of this country. You read about the challenges we still face with tobacco use and drug abuse – especially prescription drug abuse. These are big challenges.

A few weeks ago, I gave a speech at my ceremonial swearing in about how we can overcome these challenges. I talked about the importance of building a community in which every part supports health – from the way we build our cities to what's taught in our schools, to how we operate our hospitals and clinics, to how our employers are creating environments to support health in the workplace. I talked about the need for each and every person to ask themselves the question, "What can I do to improve the health and the strength of our nation?"

I think of this as the Great American Community. This is what we are trying to build. It's important to note that this is not the Great American Individual. Because to really solve the challenges we have when it comes to health, we do have to come together as a

community. We have to recognize that everybody has a stake in health and a responsibility to improve it.

I saw that very clearly when I was practicing medicine in Boston. I would see patients in clinic earlier in my career and in the hospital later in my career. I would realize that so many of the factors that were driving their illness were not necessarily factors that I could control in the hospital or in the clinic.

I remember one particular woman who came into the hospital. She was probably in her 30s. She had been struggling with obesity for many years and had developed diabetes when she was just a teenager. When I saw her, it was for a visit related to a skin infection. This was not the first time that she had come in with a skin infection. In the beginning, the infections were treatable with oral antibiotics. Later, she developed more resistant infections and needed to come into the hospital for intravenous antibiotics. As time went on, she developed more and more resistant strains. By the time that I saw her in the hospital, she had developed a strain so resistant that she wasn't responding to the antibiotics. The infection had spread to her blood stream. She nearly died after ending up in the intensive care unit (ICU).

This was obviously incredibly traumatic for her and for her family. When I saw her after she had turned the corner and made it out of the ICU, I remember visiting her daily and seeing the scars on her legs that were the result of multiple infections. She was more prone to these infections as a result of her diabetes. As I got to talking to her, I realized that there were many scars you couldn't see on the outside, but which were deeply buried inside. The scars from a lifetime of dealing with obesity. The scars of being in the hospital many, many times as a young person who wanted to be out there living a full life and was instead hampered by her disease and by these infections. This took a great toll on her.

As I thought about what we could do to help her, I realized that we had to do more than give her antibiotics and more medicines. And we also needed to act earlier than we had. We needed to have acted perhaps 10, 15, 20 years earlier and create the kind of environment and community that would support a healthy life for this young woman.

That's a challenge that millions and millions of Americans face all across the country. As we think about building the Great American Community – a place where everything supports health; where everyone from hospitals and clinics to schools, employers, faith-based groups, and civic organizations have a role in improving health – it could not be with any more urgency that I feel we need to take this task upon us.

When I think about what we need to build, it's a community where every man, every woman, and every child has the opportunity to ride a bike, to take a walk, and to play sports in safe places. It's a place where everyone has access to healthy and affordable foods. It's a place where our schools and our college campuses are models for healthy living. They give young people the foundation they need for a strong and healthy life. This means not only being models for good nutrition and supporting healthy activities

and sports, but it also means being 100% tobacco free. The Great American Community is also a place where we don't shove mental illness into the corner behind the curtain. Rather we engage our faith communities and all our leaders to bring mental illness out of the shadows and treat it with the care and compassion that it deserves.

These are the tenets of the Great American Community that we can build together. And that's why as Surgeon General, some of my initiatives will include:

- Working with employers to make sure that we are building a culture of activity within our work places. One of the things that I started doing in my work place before I joined this job was converting sitting meetings to walking meetings as a way to build more activity into our day. While it's important for us to carve out time to go to the gym or to be active outside of work, we all know that if we can make activity part of work, we can make people not only healthier physically, but improve mental well being, mental function, and emotional well being. This is of importance not just to employers, but to everyone.
- Working with faith leaders to use the power of their pulpit to shine the light on mental illness and bring it out of the shadows.
- Working with college campuses to go from having 25% of campuses tobacco free to ultimately having 100% of campuses tobacco free.
- Working with sports and entertainment leaders to create more role models for healthy living.
- Releasing a call to action over the next few months on walking and walkable communities. This is about making walking as an activity a national priority. It is also about putting a call out to various leaders in our communities – from urban planners to businesses to our political leaders – to come together and figure out how we can build environments that support activity. As all of you know, if we really wanted to build a community that supports health, we would not only change the structural elements that make healthy choices easier, but we would also change our culture to make healthy choices more desirable. That's why I'm particularly excited that so many fitness Council members are engaged in this effort to bring nutrition, sports, and physical activity more into our cultural consciousness. We need to change both structure and culture if we are going to create a healthier society.

We need everybody to engage in this effort. This is not an effort that's going to be won by one individual or one group. It's going to take a team. While the challenges seem great as we look at the statistics on obesity and healthcare costs, we have made a great amount of progress. I've always believed that the story of American is one where we see, time and time again, that when we come together around a common cause with shared hope and optimism, there is no problem that we cannot solve. That applies to obesity and chronic disease.

I thank all of you for the great work that you are doing. I know that there is a lot of work ahead. That's why we look forward to working closely with all of you, not just on our call to action on walking and walkable communities, but in a host of other initiatives to advance the pillars of good health, nutrition, physical activity, emotional and mental well being, and tobacco and drug free living.

We will, in this effort, seek to engage all parts of our office – not just the traditional elements of the Surgeon General's Office that most people know, but also our commissioned corps officers who were mentioned earlier today. Our public health service commissioned corps officers represent 6,800 people in 800 locations around the world who are dedicated to improving public health in their communities. These are officers who could have chosen a well-paying job in the private sector, but instead decided to dedicate their lives and their time to improving health because they know how fundamental health is to the well being of not just communities but of our country overall. As we seek to engage in the larger challenges we have around health, our officers will be an important part of that solution. They'll be an important force that we marshal.

I just came back a few days ago from Liberia where I was helping to wrap up our mission in West Africa – a mission that was targeted at fighting the Ebola outbreak. I'm happy to say that thanks to the courage of our commissioned corps officers and other leaders throughout the US government, we have worked successfully with partners and with the Liberian government to get Liberia almost Ebola free. As I returned on the plane with our officers, we landed at Dulles Airport, and I looked out over the American countryside, it struck me that we also have many problems to solve here. But I knew I was on that plane with many officers who were ready and eager to take on those health challenges. I knew that I was with a larger corps of officers who are eager to do more than solve disease. They are eager to create health and make America a stronger and healthier nation.

As I'm here today with all of you, I know I'm with friends and with partners who will work with us as we seek to make America a healthier and stronger nation over the coming months and years. So I thank you again for your partnership for all that you've done; for all that you're going to do. We will certainly be asking you to help out in some of the key initiatives that we have to change structure and culture and make our communities stronger. I certainly look forward to hearing from you about how we can be helpful in our shared mission in creating a healthy America. Thank you so much everybody.

Gen. Hertling: Dr. Murthy, first of all, thank you very much for those words. It's interesting to hear about the call to action that you're rolling out. Many of you may know that I'm a retired general from the Army. When I retired from the military, I went into the healthcare profession, which I'm finding fascinating, including the connection between the two. Someone once asked me, "Why did you leave the Army and go into healthcare?" I said, "Because I didn't see enough combat in the military."

You portray the next fight in health as prevention, pre-acute care, and all the things that contribute to the health of our nation before individuals go into hospitals. Thanks for your leadership in all of this and thank you so much for bringing out the capabilities and the service of those 6,800 medical corps officers who are serving the nation and the world. Thank you.

Ms Pfohl: Thank you again, Surgeon General Murthy. Your presence means a lot not only here today but in lifting up our mission. We stand ready to support you and thank you for your office's support of our collective mission.

Presidential Champions Platinum Level

Ms. Pfohl: Before I dive in to give you a quick executive director's report, we would be remiss if we didn't recognize one of our own around this table who has made a momentous achievement this year. Dr. Steve McDonough has joined the select few who have reached the Platinum Level of the Presidential Champions' program.

Let me tell you what that means. He's collected more than a million activity points over more than four years based on his activity. Over the 20+ year history of the program, less than 2,600 people have ever achieved this. Dr. Steve McDonough not only achieved this Platinum Level, but he crossed that million point threshold while he was on a trip in Antarctica. Please join me in congratulating Dr. McDonough.

Dr. McDonough: Most of those points were walking my dogs.

Ms. Pfohl: That's a great testament, right? You don't have to go trekking in Antarctica to achieve your platinum. Or your bronze, silver, or gold. You gotta walk the dog. Great statement. Thank you, Dr. McD and congratulations.

I would like to thank all of our Council members again for your continuous commitment. Every one of these Council members, whether they're here or not today, contributes in some way, shape, or form on a regular basis. As you all know, if you want anything done, you always ask a busy person. Those are the folks who get things done. These folks are incredibly busy in their daily lives, their family lives, and their professional lives, yet they are giving this volunteer service to our country. They are truly servant leaders and we could not be more thankful or more proud, so thank you.

Also, I would be remiss if I did not thank and acknowledge the hard work of the PCFSN staff. A big thank you goes to Lauren, Joey, Meredith, Hannah, Yesenia, Janelle, Ebony, Ross, and our intern Rafael. Please help me thank them all. I am constantly amazed at how such a small team can manage everything that the Council takes on. It's truly an illustration of what team work is all about. I am honored to serve alongside each and every one of them. They inspire me and I hope inspire you Council members and our citizens across the country.

PCFSN Executive Director Remarks

Shellie Pfohl, *PCFSN Executive Director*

Since our last meeting, which was in September 2014, the Council has focused on specific priority areas that have guided our work. In doing so, we continue to strengthen and broaden our partnerships with an array of both internal and external partners. Many of you are sitting right here and many are tuning in via the live stream. We're in it together and it really feels like we're together. I often use the analogy often that we're all hammering the same nail to try to move our collective agenda forward. Again, thank you to all of those folks.

Many of the Council members have brought partners to the table – partners that we didn't formerly know or have access to. You've raised our awareness and helped us create those strong partnerships, so thank you for that as well.

Now I'm going to share a little bit from an executive director's standpoint.

Let's Move!* and *Let's Move! Active Schools

- Later this morning we look forward to welcoming Deb Eschmeyer, executive director of *Let's Move!*, for a more in-depth update of the successes of this past year. We've all been celebrating the fifth anniversary of *Let's Move!* Many of you Council members have done the Gimme Five Challenge. If you haven't, you will. I feel confident about that. To celebrate our achievement, the First Lady's having us challenge ourselves to dig deeper and champion this issue for the long haul. So we're celebrating, we're challenging ourselves, and we're going to champion this issue. She's in it for the long haul and so are we.
- The Council, as we all know, is the federal lead for *Let's Move! Active Schools* (LMAS). I see Juliet here from the Department of Education, with whom we coordinate on LMAS. I also see our partners from SHAPE America and the Alliance for a Healthier Generation who do the day-to-day management of LMAS. We have a cadre of 20 different partners that now serve to lift up LMAS and rally us behind this program.

I encourage you to go to ActiveSchools.org. If you don't know enough about LMAS, please check us out. Dr. Jayne Greenberg will give us more details about this later on as well during the Active Schools in Action segment. More than 15,000 schools have already signed up, collectively reaching more than nine million kids. The program is about comprehensive school physical activity and changing the culture of our schools, during, before and after classroom hours. The program also includes parent and community outreach and getting the school staff involved. That's how we change a culture.

Presidential Youth Fitness Program

- The legacy of our Council has been to replace the Youth Fitness Test that focused on athletic performance with the FITNESSGRAM – a health-related fitness assessment – as the national assessment for kids. Understand that it's not just about assessments. It's about getting teachers the professional development they need to not only implement the assessment but to have quality physical education for our young people.
- We still have the awards and patches. Now kids are striving to get the patch, certificate, or medal based on being in the Healthy Fitness Zone. If kids achieve five of the six categories, including aerobic capacity, muscular strength, endurance, flexibility, and body mass index (optional), they receive a patch or other recognition. The standards are all based on what it means to be a healthy kid. The bottom line is, we're making great strides to empower students to be fit for life. That's the ultimate goal.
- We're working with the Department of Education to integrate this assessment into the physical education program grants that go out to schools. Thank you for that support. I would be remiss if I didn't also recognize another federal government entity, the Centers for Disease Control and Prevention (CDC). Dr. Sara Lee and all the folks in the Division of Adolescent and School Health help us with our outcome evaluation so we know if we're making any difference. That is extremely beneficial. We could not do it without them and all of our partners, both internal and external.
- The Presidential Youth Fitness Program is available to schools nationwide. We also have enhanced resources available. Our foundation is working to garner support to get those enhanced resources into the schools, including software or web access to track kids or get schools the professional development they need.
- One of the most exciting updates in the last six months is that the Presidential Youth Fitness Program is now integrated into the School Health Index. That's because of our partnership with the CDC. The School Health Index is something that most schools in America use to assess themselves. As part of the index, schools are asked if they participate in the Presidential Youth Fitness Program. That is a great synergy. It may not sound like a big deal if you're not in the field, but I assure you that it's huge.

I Can Do It, You Can Do It!

- Dr. Greenberg in Miami-Dade County is one of our stellar sites for the *I Can Do It! You Can Do It!* (ICDI) program. She helped launch it. We have a Lifetime Achievement winner this year who invented the program. We look forward to acknowledging her in just a little while. The ICDI program partners with schools,

colleges and universities, and community-based organizations across the country to get kids and adults with a disability active and learning good nutrition.

- It's really a mentor/mentee program. Since we launched it in 2013, we have successfully engaged more than 60 sites to become ICDI advocates and are reaching well over 300,000 kids and adults with a disability – and their families, of course, because that's how we create change. In addition, almost 200 teachers, students, and other volunteers have received the training and have found ways to be effective in reaching out and lifting up folks with a disability.
- At our previous Council meeting, as you may recall, we were just a couple of weeks out from the White House conference that we then put on. We worked with the National Institute of Child Health and Human Development at the National Institutes of Health (NIH) last October to successfully put on the White House Summit and Research Forum on Improved Health and Fitness for Americans with Disabilities. Some of you were there or tuned in. This event helped elevate the need for more programs for people with a disability and improved collaboration with our internal and external partners.

Commit to Inclusion

- We created a formal partnership with the American Association on Health and Disability, the Center on Disability at the Public Health Institute, and the National Center on Health, Physical Activity, and Disability to issue a call to action for every entity, both public and private, to commit to inclusion. Today more than 30 organizations have made the commitment to be inclusive, including Zumba Fitness, SHAPE America, the American Kinesiotherapy Association, and many more. They're committing to be inclusive and make sure that they're training their folks to know how to integrate people of all abilities into their program. Thank you to Jane (Greenberg) and Anthony (Robles) and others on the Council. We're going to learn more about inclusion in just a little bit.

Joining Forces Initiative

- Our outreach to the military and military families really began a few years back when we launched the Joining Forces fitness initiative. The initiative continues to be supported by the American Council on Exercise and the International Health, Racquet & Sportsclub Association. Each has respectively pledged a million hours of personal training and more than 200,000 free health club memberships for military families.
- We're continuing to work on outreach. Gen. Hertling has helped us do more and better outreach to military families. We actually have the supply; we need the demand. I'm asking all of our Council members and folks who are listening in, if you can get the word out that these benefits are available to help the resiliency of

our military families, please help us do just that. All of this information can be found on www.fitness.gov. If you want to read more, you can go there.

Operation Live Well

- We've undertaken a new challenge called the UltimateMe PALA+ with our friends at Department of Defense's (DoD) Operation Live Well and the platform that Sharecare provides.
- Some of us know that DoD has a Healthy Base Initiative. Eleven military installations are participating in this pilot program during the spring and summer of 2015. Thirteen of our Council members are adopting different installations and tweeting out and challenging the active military and family members from those installations to earn their PALA+.

Sport for All

- You'll be hearing more later about our Sport for All initiative. Throughout the last year, we've taken a deeper look at our sports pillar. We felt like we were doing a lot in the fitness space and working with our nutrition partners – including *Let's Move!* and the US Department of Agriculture (USDA) and others – but we wanted to take a deeper dive into our sports pillar. We know that the value of sports goes beyond our playing fields, courts, and gyms. Participation in sports helps social and personal development across the life span. We're not just talking about youth sports. We're talking about Sport for All, Play for Life, which is part of our partnership with the Aspen Institute's Project Play. Many folks around the table are participating there, including the Surgeon General. We look forward to continuing that partnership, but also to look at other areas where we can be a voice. We're going to talk about this a little later when we hear about our breakout sessions.
- We have a great partnership with the Department of Health and Human Services (HHS) Office on Women's Health (OWH). We're diving into research about how sports affect adolescent females. We need to get Karlie on our advisory panel for that one for sure. We'll definitely be following up with Karlie.

Active Aging

- We've done a lot of work in the youth space both historically and in this current administration with the First Lady's initiative. But our mission is to educate, engage, and empower all Americans to lead a healthy lifestyle that includes regular physical activity and good nutrition. *All* Americans. And so we are looking to see what more we can do in the active aging group.
- The Active Aging initiative was the subject of a breakout group yesterday and we're going to hear more about its recommendations. Again, I see partners here

from that space – the International Council on Active Aging, the Stanford Center on Longevity, AARP, and the National Senior Games Association. Dr. McDonough and I are headed out to Minneapolis this summer to attend the National Senior Games. I'm not participating, but I could if I wanted. They start early; they start young. If you ever want to be inspired, go to a Senior Games in your locale. A lot of those folks could run circles around many of us, I'm sure. Dr. McD and Jason are going to update us on Active Aging momentarily.

Media Outreach

- After five years of working with each of you, I'm proud of the strides we've made from a media standpoint, whether that's social or traditional media. Communications and outreach has been instrumental.
- @FitnessGov is our Twitter handle. If you're here today and want to share that fact with the world, please do. You can follow us and lift up what we're working on. PCFSN has just over nine million collective followers. Thank you, members, for your continued outreach via social media.
- Since January 1, PCFSN members have participated in more than 50 events across the country. I can't thank you enough for the giving of your time, energy, and expertise to be out there representing the Council.

Science Board

Dr. McDonough, thank you for serving as liaison. We're going to have an update from the current chair, Dr. Nancy Rodriguez. I want to thank Dr. Bill Kohl, who served last year and has now rotated off the annual chairmanship.

The National Foundation on Fitness, Sports and Nutrition

- I am happy to announce that as of today, we have a new executive director – Chris Watts. Here's what's awesome about Chris, among many things – he is one of us. He served as a fellow with PCFSN from 2000-2004. He spent the last couple of years working as managing director of 4POINT\$, a sportswear company that gives back to nonprofits. He's been named a Forbes 30 Under 30 for sports, a World Economic Forum Global Shaper, and to the 10 NEXT Class of 2013. Chris has an MBA from George Washington University. We're thrilled to have Chris in this role. He certainly understands our mission and how we can be most successful. The foundation is meeting next week, so I look forward to participating.

Since we last met, we have five new board members. We look forward to PCFSN members having a chance to meet them all in the future. They were trying to organize their board meeting around our meeting, but it didn't work out logistically. Our new members include:

- Jimmy Lynn, co-founder and vice president of Kiswe Mobile. He is also a special advisor and adjunct faculty at Georgetown University.
- Patti Röckenwagner, senior vice president of corporate communications for Conde Nast publications.
- Henry Lee Rolling, investment advisor for Research Capital Management.
- Robin Thurston, president and co-founder of MapMyFitness and senior vice president of digital for Under Armor Connected Fitness.
- Catherine Zinn, senior national relations executive for DLA Piper.

They are joined by current board members:

- Chairman Pat Cunnane, President and CEO of Advanced Sports International
- Tom McMillen, who spent many years working to get the foundation approved in Congress. He's the founding chair and current treasurer of the board. He's also the CEO of Washington Capital Advisors.

Can we give them all a hand for their support?

We will look for opportunities for Council members to cross over and integrate to learn more. The purpose of the foundation is to support the work of the Council. Next week we'll be talking about what the Council's priorities are. That, in many ways, is shaped by the work that we did yesterday and will continue to do today, along with what we know in terms of our legacy programs like Presidential Youth Fitness and ICDI. I will take that forward to the board next week based on our deliberations today.

Dr. McDonough: Shellie, I just continue to be amazed by what you and your staff do. With such a small staff, all the work you get done is just amazing.

Ms. Pfohl: Thank you, sir. It's all about the team. You all allow us to lift up and amplify. We thank you. I'm so pleased that we've been able to dive a little deeper both yesterday and today and work to understand where you want to spend your time and energies. We'll continue to that.

Introduction of Deb Eschmeyer by Shellie Pfohl

- Executive Director of *Let's Move!*
- Before joining *Let's Move!* she co-founded FoodCorps, a national AmeriCorps service program that places emerging leaders into schools in limited-resource communities for a year of public service. In her role as vice president of external affairs, she helped build FoodCorps into a 182-member corps serving in 16 states and DC to support the National School Lunch Program's healthier guidelines.
- Recently named by *Fortune* and *Food & Wine* as one of the Most Innovative Women in Food & Drink, permanently changing the way we eat and how we think about food.

- Received the James Beard Foundation Leadership Award and the Xavier University Magis Award in recognition of her exemplary school food reform efforts and commitment to public service.

Deb is a dedicated and tireless champion for children's health. We are thankful and happy to call her our partner. Thanks for joining us today.

Let's Move! Update

Deb Eschmeyer, *Let's Move! Executive Director*

Shellie is a true force of nature. Let's thank her for her leadership. It was already an inspiration to come here today. I ran six miles and did push ups and sit ups this morning because I knew I would be talking to the Council, so I just feel better being here. Next time you're in town, we're going to gym and din together. It's something that Kirby Bumpus on our team has come up with. It's a great idea for team building. You pick a new activity to do, such as boxing, then you all go to dinner together. So next time, let's all do gym and din together.

I'm really here today to thank you on behalf of the First Lady. She is genuinely and deeply grateful for your leadership and everything you do on the Council. You are the ambassadors of what we need our young people to see for food, fitness, and sports. I want to make sure you know that she is indebted to you for all that you've done as a Council and all we're going to continue to do together.

This year is the fifth anniversary of *Let's Move!* Who's taken the #GimmeFive challenge?

Gen. Hertling: I did the pushups at the Partnership for a Healthier America Summit. Back in my home state of Florida, we're having school kids exercising for this event and trying to pass it along to other kids. We're pushing it forward. I think it's become popular with quite a few folks.

Ms. Pfohl: So the general does five separate events for the GimmeFive. He's the overachiever.

Gen. Hertling: Donny and I were at the Activity Zone with a couple of reporters. We forced the reporters to do the GimmeFive. But we said, let's do 10 instead. We upped it to 10.

Ms. Eschmeyer: See, that's what we're talking about. That's leadership. You set a whole new bar. That's beautiful. I hope the rest of you will do the challenge. The First Lady is going to be doing her challenge soon, so this is continuing. Anyone in the audience taken the challenge? What have you done?

[Several audience members shared their challenge, including a parks and recreation worker who personally committed to five fruits and five vegetables a week and introduced the challenge at work.]

We need to be challenging ourselves to find five simple new ways to live healthy. We'll do what we can to push out that message. You can do it today. I'm going to be watching every single one of you to see if you're taking the challenge.

The theme has been celebrate, challenge, champion. We've been looking back and celebrating all we've accomplished together over the last five years – really looking at everything that has changed. The challenge part is saying, "What else have you got? What else are you going to do in creating a healthy lifestyle?" The champion piece is that the First Lady is committed to this for the long haul. This is something that's not going to end after this administration. The mission is to see that the next generation grows up healthy. Thank you for what you do to support that mission.

I want to know ways that *Let's Move!* can better work with you over the next two years. Shellie is really on top of this. She'll come up with a list of things we can do together. She's always ready for the next idea. But we're hungry to hear from you as well.

One of the things we're working on right now is our Fruits & Veggies initiative. The idea is to build one big iconic brand around kids and vegetables and get kids excited about produce.

Next year is the big year – the 60th anniversary of the PCFSN. If you have any ideas about celebrating that, let's do that together. I'm here to listen to what you're excited to work on and figure out a way to make this the best Council ever. Truly, I'm thankful for your leadership. I look forward to you all doing the GimmeFive Challenge.

[Dan Barber joined the Council meeting by phone.]

Ms. Pfohl: Kirby is just back from a detail at the White House in the First Lady's Office. She's one of us here at HHS. She's back with us now, but still working mightily on *Let's Move!* I also want to mention Amy with USDA. Amy did a 30-day rotation with our office. This is how we make sure we understand what's going on in the various departments. That's one of the best things that *Let's Move!* has done in terms of the federal government. It's knocked down the silos and has us all talking, communicating, coordinating, and acting together.

I now want to turn to Dr. Jayne Greenberg, our expert in the school environment, to kick off the conversation about Active Schools in Action.

Active Schools in Action

Dr. Jayne Greenberg, PCFSN Member

This is really an honor. I don't know if you feel this way, but I'm a little overwhelmed with what I just heard in the last hour and 15 minutes. It seems like a lifetime of achievements. Shellie, thanks to you and all the Council members for what you're doing, because the kids are feeling it; the schools are getting it.

Karlie, I have to tell you, I'm a Title IX baby. I had an opportunity to go to college on a scholarship when I graduated from high school in 1973. To be honest, the opportunities were starting then, but what you have now and the opportunities that are still to grow for women and girls in sports – it's incredible. So take advantage of every opportunity that's offered to you. If the opportunity is not there, make the opportunity happen, because that's what we do.

Today we're going to talk about the school environment:

- We know that active kids do better. That's our mantra. We know that schools can get in 60 minutes of physical activity using the before, during, and after school environment. Why in the schools? Because that's where the kids are. Kids spend an average of 6-7 hours a day. You drop off your kids at 7:30 in the morning so they can have a nutritious breakfast in school. Then they get picked up at 6 pm when you leave work. The reality is, our kids are spending up to 10 and a half hours a day in the school environment. And that's a great opportunity for us to get our kids engaged.
- What do we know about physical activity? We know that physical activity enhances academic performance. We are now starting to hear a lot of scientific evidence about the effect of physical activity on academic performance. We know that it enhances cognitive processing – speed of cognitive processing, attention, and concentration. How can we not have physical education and physical activity in the school environment when we know that it impacts the general mission of the schools with higher test scores, improved attendance, increased focus, better behavior in class, and enhanced leadership skills?
- We also know that in 2013 when the First Lady introduced *Let's Move!* Active Schools (LMAS), it made a huge impact on the schools. We have colleagues here today who helped us amplify the message – Paul Roetert, CEO of SHAPE America; Charlene Burgeson, executive director of LMAS; the National Dairy Council; the GENYOUth Foundation; the American Heart Association; and everybody who has come into this space and said, "We're all in this together." That makes a huge difference for us.
- We know that active schools will make a difference in the lives of children. It will impact academic success. You heard from Shellie earlier that there are 15,000

schools, but that's not enough. We need more schools engaged. There's no excuse for any school not to be engaged in this. This is a sustainable program that's doable. We just need to make it happen. More than 9 million youth are engaged. Folks, we have 100 million in our schools. Where's the other 91 million kids who we need to get engaged? We need to keep pushing for active schools, but we've come a long way.

- We've had six new organizations come in and join us. We have Athletes for Hope, GoNoodle, Good Sports, KIDS in the GAME, Safe Routes to School National Partnership, and USA Track & Field.
- One thing that the Council truly supports is that when you talk about all Americans and all American youth being physically active, we've got to keep in mind that we're also talking about our children with disabilities. We have a Walk Safe and Bike Safe program in Miami in partnership with University of Miami School of Medicine. We've added the Walk, Bike, and Roll to School so our kids in wheelchairs can join their colleagues in getting to school without getting on the school bus. We keep trying and we challenge everyone to try harder as well.

While I sit here and talk about integrating physical activity into the before, during, and after school environment, I want to showcase a video that says it all. The video features a school on the Rosebud Reservation in Todd County, SD.

[The Council viewed a video about how physical activity is integrated into the Rosebud Reservation school.]

That gives a very quick example of the absolute impact on all of our populations.

- The relationship between cardio respiratory endurance and academic achievement is coming forth. The Presidential Youth Fitness Assessment is not used to grade students or evaluate teachers. It's used to assess the fitness level of students. That's important to note.

We have other Council members who have been active in promoting to the schools. I want to throw it over to Jason Collins, who had the opportunity to work with Rachael Ray in a program in New York City schools. Jason, would you give a short synopsis?

Jason Collins

Good morning, everyone. Rachael and I went to a school called Quest to Learn in New York City, near Chelsea. One of the PCFSN partners is the NBA. There is an arm of it called NBA Fit. Rachael took the kids down to the cafeteria to go through healthy options and the importance of good nutrition. Then the kids came up to the gym where I was waiting for them to put them through fun basketball-related activities. It's all about making sure that kids get 60 minutes of physical activity per day. We talked about brain

breaks. You want to keep the kids moving through sports, through basketball. We had a great interaction with the kids. It was a lot of fun.

Dr. Greenberg: Allyson, I know you've also done some things in the schools. Could you tell us a little bit about your experiences?

Allyson Felix

I've had the great opportunity to drop into a few Active Schools. I think that the biggest thing I've seen is the reaction of the kids. They are really motivated by this. They are doing better in class. We talk about passing this down to other generations, and that's one of the really things. They're excited to go home and bring this to their parents. They want their parents to be active for 60 minutes a day as well doing activities like riding bikes, taking families walks, and taking the dog out that they can all do together. When kids bring it back to the family, hopefully they can pass this down to their own kids and it can be a lifestyle change. This is beginning in the schools.

I went to a school that had able-bodied students and physically challenged students. They were part of the Million Mile Club, part of the Active School program. It was neat to see all the kids coming together to get their 60 minutes in and be so excited about it. They were looking forward to getting their tee shirts and just being active. I see great feedback from students. Their reaction has been great.

Dr. Greenberg: We know that all of our Council members are greatly involved in the schools in their communities or the communities they visit. I'm going to give a shout out to Chicago public schools, because I know that Caitlin is interested in working in Chicago. I hope when Caitlin returns there, someone will reach out to her and get Chicago public schools engaged.

We know that 60-minute active kids do better. Sixty minutes should be the new norm and not the exception. Physical education should be the cornerstone of a comprehensive school physical activity plan.

There are three levels that we want to engage in:

- 1) The school level - We have resources to help schools to get on board.
- 2) The district level - There are resources for district level personnel. Gen. Hertling is putting together a mini conference in Orlando.
- 3) The state and federal level – we know we need to continue to work with other federal offices – HHS, the Department of Education, Bureau of Indian Education, Department of Defense – to ensure coordination of all our efforts to increase physical activity in the school environment.

Dr. McDonough: For kids who are diagnosed with attention deficit/hyperactivity disorder and who have behavioral issues, having those multiple activity breaks helps them need less medication and have better behaviors. There's a definite tie between physical activity and mental health. Physical activity affects everybody, but particularly those who are struggling in school.

Mr. Shepardson: I was wondering what your perspective is on the barriers in scaling. You mentioned nine million, with 91 million more to go. What's your insight?

Dr. Greenberg: We talk about how the school environment includes before, during, and after school. I'm really proud to say that in Miami-Dade County Schools we have daily physical education taught by a certified physical education teacher. People ask me, "How do you do that?" It's easy. We offer physical education during the teachers' planning time. It's not an extended school day; it's not adding more. It's constructively using the minutes that we have available so there's no wasted time during the school day. It's doable. It's a commitment from the school board. We have a tremendous superintendent who supports what we do. He's become a role model and a spokesperson. It is scalable and it is doable. It's just a decision of where the resources go and using the time in the school day.

Gen. Hertling: If I could chime in, Shellie and I have had some experiences with some of the state legislators within Florida. What we determined – to use a military term – is that it's almost an insurgency. At the same time we're trying to get more children involved, from the nine million to the 91 million, we have to fight off other people who are trying to eliminate the potential for more activity in school. It's imperative for every member of the Council and for every citizen to continue to watch the deterioration of physical education and other activities in schools.

Mr. McClellan: What is our relationship with the national after-school association in terms of our partnership?

Ms. Pfohl: There is an After School Alliance with which we have a partnership. I don't know how deep that partnership is. We can certainly look back on that. I know they are one of the organizations that are lifting up our Active Schools. Parks and recreation programs and a lot of Boys and Girls Clubs do work in the after-school space. I feel like we're coming together and hammering that same nail; moving in the same direction.

Dr. Greenberg: All these programs exist in every community. It's a matter of whom you partner with and who's in the communities where the schools are.

Ms. Pfohl: Deb, thank you again for your support. Please share our gratitude back to the First Lady. We look forward to ongoing work with you and with her. I know our co-chairs have done the GimmeFive Challenge. HHS Secretary Burwell, by the way, challenged PCFSN to take the challenge, so now it is rippling out among the Council members.

Introduction of Model Cities Senior Steppers

It is my honor to bring to the stage a performance group called the Model Cities Senior Steppers. Established in 2001, the Model Cities Senior Steppers is a dance troupe based out of the Model Senior Wellness Center located in northeast Washington, DC.

The Model Cities Senior Steppers perform annually at the Ms. Senior DC Pageant and other events throughout the region, including the Doo Wop Concert at the Lincoln Theater, the Fall Fun Fest at the Showplace Arena, the Department of Parks and Recreation annual DC Senior Games, the Mayor's annual holiday party, to name a few. They've even performed at the Cotten Club in New York City. We welcome them in a medley of hits, including Fantasy, In the Stone, and System Survival.

Performance

The Model Cities Senior Steppers, Washington, DC

Youth Panel

Allyson Felix, *PCFSN Member, Moderator*

One of my favorite parts about being on the Council is getting to talk to and learn from amazing kids like we have here: Ana, Hannah, Caleb, and Karlie. I'm excited to be able to moderate this conversation. Let's start with each of you telling us your name, your age, your grade, and where you're from.

Hannah: My name is Hannah, I'm in fourth grade, I go to Lucy V. Barnsley Elementary School, and I'm 10 years old.

Ana: My name is Ana Galaes, I'm 17, I go to Bell Multicultural High School, and I'm in 11th grade.

Karlie: My name is Karlie; I'm 15 years old; I live in Aldie, VA; and I'm in the John Champe High School.

Caleb: My name is Caleb Davy, I'm 13 years old, I'm in 7th grade, and I live in Washington, DC.

Ms. Felix: Welcome guys. We're really glad to have you with us. Ana, we'll start with you. You have a long history with DC Scores. For those of you not familiar with DC Scores, it's an amazing program that uses an innovative model that combines poetry, soccer, and service learning all year long. Ana, you serve on the alumni soccer team and as president of the DC Scores Alumni Leadership Board. Can you tell us how you think this program has helped you?

Ana: DC Scores has helped me to grow as a leader in different ways. I'm a coach and I'm a ref. As a coach, I have to talk little kids into doing things that sometimes they don't feel comfortable with. Sometimes you go through obstacles. It's really hard, but that's how you grow up as a leader. That's how I grew up with DC Scores as a leader.

Ms. Felix: That's awesome. You actually went through the program and now you're able to be on the other side giving back. Do you find that rewarding?

Ana: Yes, it is. It's pretty fun. When I was small, I didn't really fit in. I went to school and that was it. Then little by little, I met DC Scores and it opened doors. I expressed myself with poetry. In the spring, we would have service learning.

Ms. Felix: That's important, because I think that all of us have felt that way about school at one time or another. I think it's great that you were able to be a part of DC Scores and it helped you in that way.

Hannah, we're going to you next. I heard that you were in the CATCH Healthy Habits after school program. The cool thing about this program is Hannah gets to learn about physical activity from adults while still having fun at the same time. Can you tell us what is your favorite part of this program?

Hannah: My favorite part is that we can play games and everyone gets to do them. We do dance moves with the kids and the adults. We mix them together and make funny dance moves.

Ms. Felix: Caleb, you recently have been taking weekly wheelchair fencing lessons. That sounds cool, and that's through Disabled Sports USA. Can you tell us what that's like being a wheelchair fencer? How does being part of a team make you feel?

Caleb: I just started wheelchair fencing recently. So far I think it's really amazing that someone can come up with this idea and make disabled people a part of something that other people can do. Being part of a team is great because you get to make friends and know that everyone is there for you. You get to share the love. It is a great experience.

Ms. Felix: I love that. I think being a part of a team is so important. I do an individual sport and so I love team sports because it's so different. You do get to meet new friends, just like you said. I love that you said, "Share the love." That's so cool.

Karlie, we got to hear a lot about what you do. I have to tell you, I'm a little bit jealous. That's so cool that you're the quarterback for your football team, but you're also ambassador for the Always #LikeAGirl campaign effort to restore girls' confidence by redefining what "like a girl" really means. I think that a lot of us were blown away by the #LikeAGirl commercial during the Super Bowl. Can you tell us what "like a girl" means to you?

Karlie: "Like a girl" means just give it your all. Have fun with it. A lot of the younger girls in the commercial have a lot of confidence. And then when puberty starts – 15 and above – they lose all their confidence because they think if you do something like a girl, it's a negative thing. What we're trying to do is make "like a girl" a positive thing and show that girls can do whatever they put their minds to. Anyone can do anything they put their mind to. It's just really about your heart, not about anything else.

Council Q&A

Mr. Collins: Karlie, what was it like with your teammates and coaches?

Karlie: When I first joined the team, my team was actually supportive. I did a camp before I started the team. Right when they saw that I could do everything I should do, they were supportive. They were like, "Oh wow. Even though she's a girl, she can still do it."

Ms. Cahow: This question is for Ana. I want to ask about the mentorship you were talking about. What do you think have been the most important lessons that you've learned from being a coach or being a ref? How has that impacted your appreciation for playing sports and your personal sense of confidence and growth?

Hannah: It's really fun coaching little kids. I get excited with them. It grows your leadership. People say there are a lot of role models in DC Scores. I don't call them role models because they're actually leaders to me, not role models. A role model follows a leader, so I call them leaders. That's how I grew up – having leadership. That's how DC Scores helped me through everything. It grew me up as a leader and opened more doors.

Dr. Greenberg: My question is to Caleb. I want you to tell us what we can do better so that there are more opportunities for you both in your school and community.

Caleb: I realize that equipment for Paralympic sports is really expensive. I think it would be nice if you guys could raise money to pay for the Paralympic sports equipment so that people could afford it and use it in paralympic sports.

Dr. Greenberg: Thank you so much. You remind us to imagine the opportunities.

Gen. Hertling: I'm going to follow up on what Jayne asked, but in a different way. It's obvious that all of you are having a whole bunch of fun with what you do. How do we put more fun back into sports and activities for kids across the country?

Hannah: Have games that all kids can play, because if some kids play different games than other kids, sometimes they get excluded.

Ana: Sometimes girls don't want to do stuff. That happens in DC Scores too. The girls don't really want to play soccer and say, "Soccer's not my sport. This is just for guys."

Sometimes if you play as a leader like I am, they say, "OK, she plays soccer." It opens up people to play. "If she plays, I can play too." It's good to have somebody there for you.

Ms. Richardson: I have a question for Karlie. How supportive are other girls of you playing football?

Karlie: There are definitely two sides to how girls felt. Some girls were really supportive and thought that what I was doing was really cool. But there were also other girls who kind of doubted me playing football: "You can't play football. You're a girl." I just blocked them out.

Ms. Felix: I'm going to wrap it up with one final question to each of you. We want to make sure that we're doing the best job that we can to get kids to live an active lifestyle like you all are doing. Can you give us any final thoughts or ideas about what we could be doing to better to do our job?

Hannah: You can make sure that kids can get fresh fruits and vegetables so they can eat more healthy.

Ana: A lot of people are on social media or just want to play games. Maybe if we had a TV show – I remember when I was younger, there would be vegetables with names – like Ben the broccoli. It would get kids excited – "Yeah, let me eat Ben!" Something like that as a commercial or show would help kids interact more and eat more healthy.

Karlie: I think in school cafeterias now there are only foods like hot dogs, hamburgers, French fries, and all this junk food. I think the chefs should do more healthy foods like fruits, vegetables, and salads and step away from the burgers, corn dogs, and junk food.

Where I live, we stop recess at elementary school. We don't get recess anymore. I think that even in high school or middle school, there's still a point when we have to go outside. Our brain just stops with all the work that we do in school. It would help us in our academics, help us get more active, and just enjoy ourselves with our friends.

Caleb: You guys should step into the social media world and reach kids through social media. A lot of kids go on social media these days. Some things are inspirational. Some things aren't that inspirational. But I think you guys should step into the social media world and reach out to kids so they can go outside and get off their phones. Maybe post more events or activities involving kids and their parents.

Ms. Felix: Thank you guys for sharing your thoughtful experiences and remarks. We took some notes. We hope to go back and integrate your feedback into what we're doing. We appreciate you guys, thank you.

Ms. Pfohl: I'm not sure we need to deliberate any longer. I think we have our marching orders, right?

Ms. Kwan: Shellie, does this mean we have four extra members?

Ms. Pfohl: We may. We have lots of advisors. That's a good point Michelle. We talked about having a youth advisory council. It's not impossible to do that. There are some hoops to go through from a federal government standpoint. It's not impossible, but what we've done instead, purposefully, is look to our partners like the Alliance for a Healthier Generation and Fuel Up to Play 60, who have youth ambassadors who help with being a part of the media – what is the messaging? What are the issues? They get exposure to programs across the country in addition to their own back yard. We take the tack of partnering with folks – Youth Empowered Solutions is another one. Folks who really have a full blown program and have it funded. We have tapped into them early and often for their wonderful youth ambassadors.

Sometimes we just call the local school district and say, "Do you have youth who would like to come to talk to us or a group of young people who would like to give us their perspectives?" We're not always looking for national ambassadors. We certainly tap into that, but we're also just looking for kids to share their truth with us.

If you think we should have a youth advisory or ambassador program, we can delve a little deeper into the federal government regulations on that. In my tenure here, we have not had a Council meeting without youth representation, nor will we if I have anything to say about it. Now we're making sure we're hearing from citizens of all ages, backgrounds, and abilities in keeping with our mission.

This is why we get up in the morning. We get up because of the kids you saw here; because of adults and older adults like you saw with the Senior Steppers – to provide opportunities and work with organizations that in turn provide opportunities to folks just like what you've seen here today.

Explanation of Roundtable Action Points/Intro of Inclusion Roundtable

Ms. Pfohl: Now I want to shift focus from the perspective of youth to focus on inclusion. This covers all ages. Dr. Greenberg and Anthony Robles will guide our discussion. Just a reminder, yesterday we spent many more hours on each of these areas. We are trying to give you a primer and then allow you to have some interaction in terms of what's going on in these areas.

The goal today is to bring back what you discussed yesterday to the full group for deliberation. What we would like from each of the breakout sessions is to come away with some key action points. We're going to ask the leaders from each of the roundtables to nail down actions steps that we can commit to as a Council.

Inclusion Roundtable Discussion

Dr. Jayne Greenberg, Anthony Robles, *PCFSN Members, Moderators*

Dr. Greenberg: Good morning. We're really proud that the Council is looking at physical activity for all Americans, including youth and adults with disabilities. Yesterday I had the opportunity to do a breakout session with Anthony and Michelle (Kwan). We're asking all our Council members to guide us on what should be the next steps. If Caleb didn't bring it home for you when he talked about sharing the love, the opportunities, and the barriers, then we know we've got a lot of work ahead of us to do.

We're going to have a brief discussion, then open it up for everyone to give input as to how we address this. Every child should have the opportunity to be physically active throughout his or her lifespan into adulthood.

Yesterday during the inclusion breakout session, Michelle, Anthony, and I discussed how we as a Council can continue to address the barriers that people with disabilities face that are related to healthy and active lifestyles. My job is district director for physical education and health literacy for Miami-Dade County Schools. I'm extremely proud and honored as an educator to say I'm on the Council. Children are my life. All children deserve the opportunity to be physically active.

As you know, the theme of inclusion is woven throughout each PCFSN program and initiative. The Council also leads the coordination of two initiatives that specifically focus on insuring that children and adults with disabilities have equal access and opportunity to be healthy and active. These programs thrive on partnerships with public and private entities at every level. The majority of our conversation yesterday revolved around key partnerships that we can proactively establish to foster community that includes people of all ages and abilities.

We would like to share some of the ideas that came out of yesterday's conversation. I see Jeremy is here today. He is visually impaired and brought to the table how goalball has changed his life as an athlete. We share these experiences because while we can talk about it, we need to make it a living reality for the people with disabilities whom we serve.

ICDI

ICDI is a national promotion that addresses three pillars:

- 1) Schools for K-12 public and private education.
- 2) Universities.
- 3) Communities entities that deal with recreation programs, home living facilities, or other entities that serve persons with disabilities.

The Council continues the great work started by Dr. Giannini 12 years ago in the Office of Disabilities with its mentorship program. We heard just now about the importance of mentorship in bringing kids up to their potential. I'm not sure who gets more out of the program, the mentee or the mentor. At the end of the day, it's a win-win for both people when you mentor a child, especially a child with a disability.

ICDI started with just six sites – one school district, one community center, and four universities. We're proud to say that it's grown to 61 sites. That's huge growth in a short amount of time. But like everything else, we can always do much better.

The program offers step-by-step instructions for stakeholders on the website (www.fitness.gov under I Can Do it! You Can Do It!) on how to start the program from scratch.

The toolkit offers training for program coordinators, teachers, coaches, and graduate students. Thanks to our partnership with Disabled Sports USA that you heard Caleb talk about, we are beginning to incorporate new resources into the toolkit to help teachers and coaches coordinate sport-specific programs.

The majority of ICDI's 61 sites are community settings. The Council needs to help identify methods to recruit new ICDI advocates in colleges, universities, and K-12 settings. We discussed yesterday what we can do to encourage every school, university, and community to adopt ICDI.

I'm very proud to say that on May 21, 2015, the Miami-Dade County schools will hold the 11th annual ICDI awards celebration and give out Presidential Active Lifestyle Awards (PALA+) to 1,500 students with disabilities, including physical and intellectual disabilities, autism, visual impairments, and hearing impairments. That number represents only half of the students in our program. We have 3,000 students participating in ICDI and a very robust Miami-Dade County Special Olympics program.

The ICDI program is easy to implement. It just takes an advocate. It takes someone who steps up to the plate and says, "I'm going to help this child, this adult with a disability become physically active every day," then develop nutrition and physical activity plans. It's unique to the specific individual. Please visit the website and look up ICDI. We're looking for ways we can expand this further.

Commit to Inclusion

Mr. Robles

Commit to Inclusion is a call to action campaign that was co-founded in October 2014 by PCFSN; the National Center on Health, Physical Activity, and Disability; the American Association on Health and Disability; and the Center on Disability at the Public Health Institute. Commit to Inclusion challenges every entity, including private, government, and nonprofit organizations, to ensure that new and existing programs and

policies in the areas of physical activity, nutrition, and obesity are appropriate and accessible to people with disabilities.

Currently there are 33 entities that have made that commitment, including Zumba, Special Olympics, and SHAPE America.

I'd like to show you a quick video to help us get our minds wrapped around the issue of inclusion.

[Video shows people talking about what inclusion means to them.]

As you can see from the video, inclusion is essential for this Council to achieve our vision. I can speak to this personally, because I was born missing my leg. I remember even as a kid, I was heavily into fitness and sports. I wanted to get involved. Rocky was one of my favorite movies. My mom shaved my head into a mohawk like Mr. T. We had a two-story house. I would walk to the top of the stairs, free-hang over the rafters, and do pull ups like Mr. T. It freaked my mom out.

I remember never having the opportunity. We'd talk to coaches about trying out for leagues. They'd look at me and look at her like we were crazy. "We don't know how to teach him. We don't know how to acclimate for him." So for the longest time, I didn't feel like I was included and given that chance. I just watched from the sidelines until finally, at 14 years old, I had the chance to wrestle. As a kid, it helps so much with your self esteem just being able to go out there with other kids and learn what you're capable of and what you're not capable of. That's what fitness is all about. Testing your limits and breaking those barriers.

It's extremely important for organizations like Zumba to take that next step and make that commitment to inclusion. Zumba is actually developing training to make the program accessible for all. What we need to do as Council members is identify those organizations that we can partner with to make a commitment to inclusion.

We also talked briefly yesterday about needing to get the conversation started with national high school associations to ensure equal access for student athletes with disabilities. That's the foundation. If we want to get the college and university level, it needs to be strong from the high school level.

Dr. Greenberg: The Paralympic Committee is reaching out to the schools. What Caleb said this morning is actually true. Funding is so difficult because specialized equipment costs is expensive. Sometimes the biggest barrier is not the child with the disability and not the yearning to want to be involved in sports, but the cost of the equipment to engage in sports and activities. That's something that we need to look at – how funding can help schools and entities so that every child has an opportunity.

Ms Kwan: Caleb nailed it when he said we need more equipment and access and Anthony, opportunity. Partnerships are key because PCFSN cannot do it all. We rely on all of you to jump on it and help us as we try to forge ahead and make a difference.

I serve on the board of the Special Olympics. It's powerful when Anthony talks about creating opportunity. Special Olympics was founded 40 years ago in the backyard of Eunice Kennedy Shriver. It has grown into a movement that is 4 million people strong.

The video was powerful when one woman said, "I don't want them to stare." That is what inclusion is all about. I spoke to a parent of a child with intellectual disabilities and her dream is to one day walk down the street where people don't do the double take. That, to her, is acceptance and inclusion.

Yes, 4 million people have had the opportunity to play, but throughout the world there are still so many people wanting that chance. It's not as simple as giving a child a ball to play with. It's to dream, to make a difference, to have everything that people without disabilities have. That's what we're trying to do with ICDI and Commit to Inclusion.

I commend you for all the work that you're doing with ICDI. Providing the toolkit is so powerful because often times people don't know how to work with people with disabilities. They have time, they want to do it, but they don't know how. I know looking around the table that all the athletes had role models, mentors, coaches, trainers – people who are there providing a helping hand. People with disabilities need that helping hand.

There is a misconception that people with disabilities have better healthcare. It is completely false. We need your help making sure that is part of this initiative as well.

Dr. Greenberg: Michelle, you brought up a great point by talking about the healthcare needs, because persons with disabilities are three times more likely to have obesity issues and have more medical issues. It's not easy paying for those. The more we can get persons with disabilities physically active to address those health disparities, the more it's a win-win, not only for the individual's self confidence and self efficacy, but also their healthcare needs.

As we open up the conversation, we want you all to think about the word "imagine." Imagine the possibilities of when we open up our doors to every person in the United States to be physically active. Even though sometimes it's stepping outside of our own comfort zone, it's a door that we must open to continue to provide opportunities for persons with disabilities across their life spans. Michelle, you said reaching out a helping hand. Sometimes that's all it takes, is reaching out a hand, and we can make it happen.

Council Discussion

Council members shared ideas about what next steps to take in the ICDI and Commit to Inclusion programs. That discussion included the following thoughts on the direction PCFSN should go:

Dr. McDonald: As a pediatrician practicing in Bismarck, ND, one of the barriers over the years has been the Medicaid program and getting equipment for kids with disabilities. The occupational and physical therapists raise money through an annual Great American Bike Race. We raise about \$400,000 to purchase adaptable equipment to supplement what Medicaid provides. Are there opportunities to meet with Medicaid directors, podiatrists, physical therapists – those individuals throughout the country who would be potentially interested in ICDI? We need to educate the Medicaid directors and other people who dispense the money about how they are limiting the things kids can do by limiting the types of services covered.

Ms. Pfohl: If that's something you would like to direct the staff to inquire about, those folks are right here in this building. We can do that and report back to the Council on what is available and what we can do to amplify out to the communities what's available. Where there are gaps, we can share what we know and discuss how we might do a better job as a department in filling those gaps.

Mr. Shepardson: What barriers do you see? Funds are always an issue. What's your view on that?

Dr. Greenberg: That's a timely question. This year we were adopted by the Paralympic Committee to field test how we can get Paralympic programs into our high schools so that our students with disabilities can participate in state track and field week. We had 17 of our 40 school track and field coaches in attendance. They did training. Unfortunately, we didn't have a single coach come through. I even got the school districts to put an extra \$560 supplement for them on top of their coach's supplement if they would work with just one student.

It was a little discouraging that we didn't come through, so I surveyed the coaches on why this happened. There were timing issues, but the main reason was they aren't comfortable working with a child with a disability. They were less comfortable traveling with a child with a disability. It gives me a new challenge for next year to do more sensitivity and education training to break through the barrier of fear. I'm hopeful that next year we will come through. We do have students who are eligible to go through the Paralympic pipeline in high school athletics.

Once the high schools engage in more sports, then we'll see more with the National Collegiate Athletic Association. This is what grows the sport, but it's got to start somewhere. It's relatively new ground for persons who never coached or taught before.

Ms. Cahow: I was struck by the Surgeon General's remark about the Great American Community. When you're talking about comfort and awareness, one of the things that's important is visibility. Team USA Paralympic Sled Hockey just won another world championship two days ago. That's amazing. But the thing that's more amazing about it is you could watch it on TV. That is important because it helps us understand ways in which we can incorporate these sports, have them become more visible, put them into our communities, and do that more fearlessly.

We need those models and heroes out there who are teaching us the way. When we talk about partnerships, we need to elevate those athletes and those sports that are already in place. It opens minds and doors to aspiring athletes.

Gen. Hertling: Take organizations that are already dealing with individuals with disabilities, bring them in, and coordinate them through PCFSN as well.

Dr. Greenberg: That's a great point. As Jason said earlier, NBA Fit and many of the NBA teams also have wheelchair basketball teams that they support in their communities. The Miami Heat work with our wheelchair athletes. There are organizations. We need to expand these opportunities. The athletes in the Paralympics don't train any less hard than you all do. We're at the point where you don't have to stay up until the middle of the night to watch Paralympics on TV. We want to include people with disabilities at every level. That's the message that we do want to get across.

Special Announcement

Dr. Greenberg: Before we run out of time, we have a special announcement to make. This year marks the 25th anniversary of the Americans with Disabilities Act that many of you know as the ADA. I hope that on July 26, 2015, when PCFSN participates with other HHS agencies, that you take the time to celebrate the achievements and the work that's being done as a result of the ADA. Parks and recreation programs and many others have become more accessible because of ADA. Persons with disabilities have more opportunities to be physically active; participate in every stage of life, work, and play; and really live in their communities.

PCFSN Inclusion Action Points

- 1) Use social media and other outlets to amplify inclusive opportunities and events such as Paralympics and Special Olympics competitions.**
- 2) Educate healthcare providers, coaches, and others so they are knowledgeable about and comfortable with working with people with disabilities. One such opportunity is the upcoming summer coaching conference put on by SHAPE America and other organizations. PCFSN will work with SHAPE America to address at the conference how to engage young people with disabilities.**

3) Issue a call to action to expand sites for ICDI and Commit to Inclusion. Dr. Greenberg suggested aiming to double the number of sites and triple the number of schools.

4) Meet with Medicaid officials to find out what resources are available to purchase accessibility equipment, where there are gaps, and what PCFSN can to do help fill them.

Gen. Hertling suggested reaching out to organizations already working in this space, particularly veteran's organizations for wounded soldiers returning from combat. Dr. Greenberg noted that returning wounded warriors have greatly expanded the number of athletes with disabilities participating in sports. Dr. Pfohl recruited Karlie Harman to help with the effort. Karlie has her own jewelry business – karlie noelle – and donates a portion of her proceeds to VETSports.

Dan Barber Award

Ms. Pfohl announced that Council member Dan Barber's restaurant, Blue Hill at Stone Barns in Pocantico Hills, New York, won the 2015 James Beard Foundation Award for Outstanding Restaurant.

Presentation of the Lifetime Achievement Awards

JoHanna Torkelson, *PCFSN Staff*

- The Lifetime Achievement Awards have been presented annually since 2007.
- They are awarded to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, fitness, sports, or nutrition-related programs nationwide.
- Each year PCFSN presents up to five Lifetime Achievement Awards.
- Recipients are selected by Council members based on the span and scope of the individual's career, the estimated number of lives they have touched, and the impact of their legacy.

It gives me great pleasure to announce the five recipients of the 2015 Lifetime Achievement Awards:

[Recipients received their awards onstage followed by a photo taken with the full Council.]

Dr. Barbara Ainsworth, PhD, MPH, FACSM, FNAK

- Regents' Professor in the Exercise Science and Health Promotion Program.
- Associate Director for Health Promotion Faculties in the School of Nutrition and Health Promotion at Arizona State University.

- Research relates to physical activity and public health with a focus on the assessment of physical activities in populations and physical activity in women.
- Best known as the lead author for the Compendium of Physical Activities, an exhaustive list of the energy cost of human physical activities.
- Past President of the American College of Sports Medicine and the National Academy of Kinesiology.
- Served on the PCFSN Science Board and the California Governor's Council on Physical Fitness and Sport Scientific Committee.
- Nominated by Dr. David Bassett from the University of Tennessee, Knoxville.

Hon. Margaret J. Giannini, MD, FAAP

- Former director of the HHS Office on Disability. Guided many key initiatives, including creation of ICDI, part of the federal mission to improve the fitness of individuals with disabilities.
- Devoted her professional life to persons with disabilities and has pioneered the development of initiatives in research, training, and clinical services for the disabled community.
- Established innovative programs for prevention, early detection, and treatment of intellectual disorders in the inner city.
- Organized community traveling health teams representing a variety of related disciplines.
- Received the First Honorary Degree by Mercy College Doctor of Humane Letters; the American University of Rome's Honorary Degree of Doctor of Humane Letters, Honoris Causa; and an Honorary Doctor of Science, Case Western Reserve University.
- Nominated by Dr. Michael Marge, executive director of the National Institute on Biomedical Imaging and Bioengineering consortium on addressing paralysis through spinal stimulation technologies at NIH.

Billy Mills

- Oglala Lakota Sioux and former PCFSN member in the Carter Administration who has dedicated his life to serving American Indian communities.
- Raised on the Pine Ridge Indian Reservation in South Dakota. Surrounded by poverty and orphaned at the age of 12, he started running to channel his energy into something positive.
- In high school, his gift for running became more apparent as he set records in US track events and went on to earn a track scholarship to the University of Kansas, where he was a seven-time All American.
- After being commissioned as an officer in the US Marine Corps, participated in the 1964 Olympics, where he came from behind to win the gold medal in the 10,000 meter run. Set the world record of 28 minutes, 24.4 seconds and is still the only American to ever win a gold medal in the event.
- Received numerous accolades, including honorary doctorates and *Sports Illustrated's* Athlete of the Century for the state of South Dakota.

- In 2013, won the second highest honor awarded to a civilian – the Presidential Citizens Medal – from President Obama.
- Nominated by Margaret Knight, executive director, Association of American Indian Physicians and Lauren Finkelstein of Running Strong for American Indian Youth.

Russell R. Pate, PhD

- Professor in the Department of Exercise Science in the Arnold School of Public Health at the University of South Carolina.
- Exercise physiologist with interests in physical activity and physical fitness in children and the health implications of physical activity.
- Published more than 300 scholarly articles and authored or edited eight books.
- Coordinated the effort that led to the development of the Recommendation on Physical Activity and Public Health of the CDC and the American College of Sports Medicine (ACSM).
- Served on the US Dietary Guidelines Advisory Committee, the US Physical Activity Guidelines Advisory Committee, and an Institute of Medicine panel that developed guidelines on prevention of childhood obesity.
- Currently serves as chair of the National Physical Activity Plan Alliance, was ACSM president from 1993-1994, and is past president of the National Coalition on Promoting Physical Activity.
- Nominated by Dr. Michael Pratt of Emory University.

Joan Sullivan-Morris

- A pioneer in the development of rhythmic physical activity, dance exercise, and sports and fitness programs for all.
- Teaching skills, dynamic personality, and dedication led her to become a central faculty member in the President's Council on Physical Fitness and Sports' national and international clinic and workshop campaigns for almost four decades.
- Shared her passion for dance as exercise during many years of volunteer service to the President's Council.
- Introduced new and innovative concepts in the late 1960s that helped rhythmic group activities explode in health clubs, community recreation centers, public schools, YMCA/YWCA's, and anywhere people sought fun and fitness for health and well being.
- At age 85, continues to serve her community as a volunteer dance/fitness leader.
- She and her husband Frank teach choreographed country/western dance twice a week to meet the fitness needs of the elderly, including flexibility, endurance, and strength.
- Nominated by Dr. Richard Keelor of Health Science International.

PCFSN also recognized 46 leaders at the community level across the country with the 2015 Community Leadership Awards. A listing of these winners is available at www.fitness.gov.

Ms. Pfohl acknowledged Dr. Wanda Jones, principal deputy assistant secretary for health as a great champion of the Council.

Active Aging Roundtable Discussion

Jason Collins, Dr. Stephen McDonough, *PCFSN Members, Facilitators*

Ms. Pfohl: The Council has established a number of public and private partnerships to work together to increase physical activity and good nutrition in our older adult population. I'd like to invite our team leads – JoHannah Torkelson and Rafael Campos – to join the roundtable.

Dr. McDonough: I will first discuss what the Council is currently doing in the active aging area:

- **Partnership with the National Institute on Aging (NIA)** - NIA has an exercise and nutrition program called Go4Life. Recommendations are evidence-based to encourage active aging with regular exercise and good nutrition. The Council and staff will work with NIA to kick off an event for Go4Life in September 2015.
- **Partnership with the White House Council on Aging** - A conference is planned for July 2015. The White House brings people together every 10 years to discuss how federal agencies and the country as a whole can help those who are aging to stay fit and live productive lives. The Council will play an important role in the conference.
- **Stanford University Design Challenge** - The Council staff served as judges in a competition in which US university students submitted proposals to deal with active aging. The winner for the 2014-2015 design challenge was a company called Span that developed a device to help people transition from standing to sitting on the ground for gardening and other activities.
- **Partnership on fitness across the life span with Stanford University** - A June 2015 conference will feature Stanford experts on how psychology, technology, and medicine can help the active aging population.
- **Memorandum of understanding with the International Council on Active Aging** - The Council staff will help publicize Active Aging Week and promote physical activity for older Americans.

Other potential partners are AARP; Aging2.0, a small startup company that's working with other startup companies in the active aging arena, and the National Senior Games Association. Shellie (Pfohl) and I are going to the National Senior Games in Minneapolis.

I mentioned Gimme5. I recently retired as a pediatrician, and one of my main activities is walking golden retrievers. I had a dog die last year who was 15 years old. She and I had walked 10,000 miles together. Now my wife and I have two golden retriever puppies, the first time we've ever had two puppies from the same litter. That's four times the work of one. I've gone from walking twice a day, a mile each with one of our puppies, to five times a day. It's a survival tactic, because unless I exhaust them, they exhaust me. I digress a little bit.

I spent my whole life working with kids and I'm a kid at heart. Now that I'm older, I get to work with people my age, so I'm finally getting there.

Ms. Torkelson reported on future activities discussed by the active aging team:

- Update from the HHS Office of the Deputy Secretary of Health that includes the history of the White House Conference on Aging and plans for the upcoming conference.
- Calls to action from the Surgeon General's office that relate to older adults and walkable communities.
- Forming partnerships among PCFSN and HHS offices, with a focus on the Stanford Center on Longevity and the Senior Games.
- Finding partners for intergenerational fitness initiatives to engage older Americans with younger Americans and get them both moving.

Ms. Richardson

This hits home for me. I am 52 years old, a grandmother, and a very proud caregiver for the past 13 years. I took care of my father-in-law, whose has passed away, and now I take care of my father, who has dementia. It requires me to have 24/7 nursing care. He is one of the million of aging adults with chronic illnesses. I try my best to keep him stimulated mentally, physically, and spiritually. It is an honor to take care of him. I think we need to do a better job in looking at programs that will provide support for all senior citizens.

I have worked with AARP for the last several years. It is one of those organizations that would be so beneficial for PCFSN. As of April 2014, they have 37 million members. I am an AARP member myself. Besides the products and services they provide, I love the discounts.

It's important that we encourage, educate, and empower our seniors. The best thing we can do is show them love, honor, and respect.

Mr. Collins: We discussed getting AARP to raise awareness of the Surgeon General's call to action on walkability through the organization's magazine, and maybe even doing a senior walking day.

Ms. Richardson: AARP has a national conference coming up in Miami on May 13-15. I will be speaking and doing an activity session there. I will be able to speak to the new president about a partnership and doing a walking program with them.

Ms. Torkelson: The Surgeon General will hopefully be issuing the call to action on walking in June.

Mr. Collins: We discussed the possibility of getting the First Family involved in supporting intergenerational fitness, from grandparents to grandkids, and expanding *Let's Move!* to include seniors.

Mr. McClellan: Seniors are actually the fastest growing population that we have. That's an interesting fact in terms of how it affects our communities and our whole society.

- We thought it was an excellent idea to partner with *Let's Move!* in terms of visibility as well as the partnership between the young and the old for an overall walking day. It's a wonderful thing, what it does emotionally and spiritually for those involved when seniors and young people partner.
- We talked about how it would be great to continue to work with the Senior Olympics and Senior Champions – maybe use some of them as ambassadors to motivate and encourage other seniors to be active. We need to use our position on the Council to make sure that America understands the importance of fitness, nutrition, and wellness, especially to encourage seniors.
- We talked about AARP encouraging the strength component, which goes hand-in-hand with walking. It's important to get everybody moving, but we also need to incorporate strength training for fall prevention.

Ms. Pfohl: That's where I think the messaging and amplification that we can do is so important. We can join forces with organizations such as AARP, National Senior Games, and the International Council on Active Aging to frame our messaging so that we're all in sync. We need to talk about cardiovascular as well as resistance training for all ages.

Mr. Collins: One out of every three seniors will have a fall. I have stories in my family – I'm sure all of us do – of someone we care for that had a bad fall. For me, it was my aunt. After her fall, she could no longer walk, and that was the start of her downward spiral in regards to her health.

There are three components to preventing falls: flexibility, strength training, and balance. What ways are there to spread the message?

Ms. Pfohl: First of all, we would certainly go to our sister agency, NIA, with its Go4Life program, and figure out what kind of joint messaging we can do. All of those things you just mentioned are part of that program.

Ms. Torkelson: We talked about the upcoming Go4Life month, which is a good time to start the joint messaging. It's really a great way to start building up flexibility and balance and tying in our other partners as well.

Dr. Greenberg: I want to remind everybody that the *Lets Move!* Active Schools has a staff involvement component. We have 25,000 employees in Miami-Dade County schools alone. That's a good way to reach an aging population that's still employed, working through the Active Schools program. I recommend we include your messages in the Active Schools program.

Mr. McClellan: One of the things that came out of our discussion was the need for the Council members to amplify this. They were very excited about that. It would be great to find ways to promote our messaging on social media in partnership with partner agencies.

Ms. Richardson: I decided that one of my Gimme Fives would be at the senior citizen center. I would challenge other senior citizens to do the same.

Mr. Collins: I know as a former professional athlete that there are things that I just can't do anymore. I think all of us in this room have that feeling. What does active aging mean to you?

Ms. Felix: A lot of it has to do with just taking care of your body. As athletes, we are very knowledgeable about that. The regular population is not. As you age, you need to take the time to go through things that you considered basic in the past.

Mr. Shepardson: The Steppers are just Gold. We should package and evangelize that. Here's how many hours a week we do it, here's the music, here's the choreography – do whatever it takes to make it easy for people to take action.

Ms. Torkelson: We can use Go4Life to start that process. They do have some really great materials that would help us at least lift their message and begin outreach so we're not reinventing the wheel.

Ms. Pfohl: Certainly the First Lady talks about the need for intergenerational activity. While the message says childhood obesity, she knows that it takes the whole family – really it takes the whole community – to change our culture. We'll get feedback on how those intergenerational messages can be uplifted.

Dr. McDonough: We could have *Let's Move!* active senior centers – something that specifically targets the active aging population and is community-based.

Ms. Pfohl: As we move into the active aging population, one thing we as adults are afraid of is dementia and Alzheimer's. That's the number one fear. We're seeing more and more research concluding that adults who are more physically active are warding off dementia for a longer period of time. Messaging about that cognitive piece could be really strong.

Ms. Torkelson: We can talk about that with Stanford University at the June conference. They've got some cool research on physical activity across the lifespan.

Ms. Pfohl: We're working on having Billie Jean King be a part of the White House Conference on Aging. She has done some great messaging in this space with the International Council on Active Aging.

Dr. McDonough: The CDC has produced science-based information on the benefits of pets and walking. We could incorporate the pet owner community as a potential partner and talk about a companion dog as way to get out and exercise.

We could also AARP to see if they can place a couple of articles in their magazine over the next year offered by Council members who talk about Council programs or advice on the active aging issue. The magazine is the most widely circulated in the United States.

PCFSN Active Aging Action Points

- 1) Work with NIA Go4Life to uplift their messaging and create something for Go4Life month that amplifies their efforts.**
- 2) Issue a call to action for walking to change the conversation around aging and incorporate physical activity in day-to-day life, whether it's walking, strength training, or balance. Take action in conjunction with the Surgeon General's call to walking and walkability.**
- 3) Reach out to AARP and possibly other partners to provide advice and articles.**
- 4) Partner with the Humane Society or some other national organization for joint messaging on pets and active aging.**
- 5) Approach *Let's Move!* in terms of working with *Let's Move!* office, our staff, and possibly the Office of the Assistant Secretary. Discuss with *Let's Move!* if they are open to a sub-initiative to promote messages about physical activity for active aging.**

Physical Activity Break

Donna Richardson, *PCFSN Member*

Sport for All Roundtable Discussion

Caitlin Cahow & Lt. Gen. (Ret.) Mark Hertling, *PCFSN Members, Facilitators*

Ms. Pfohl: Yesterday was the 41st anniversary of the founding of the Women's Sports Foundation, founded by PCFSN member Billie Jean King. I'll see her tomorrow, so with you permission, I will convey our congratulations.

PCFSN staff members Ebony Andrews and Meredith Aronson will join the sport for all discussion as well.

Ms. Cahow: Sport for All is exactly what it sounds like. It encompasses an initiative that strives to educate all Americans about the variety of benefits associated with sport participation. That means the value of sports goes beyond reaching the recommended levels of physical activity. Participation in sports can support health, social, and personal development throughout life.

The Sport for All initiative engages the Council and influential leaders across sectors to excite the public around the positive role of sports across the life span. It emphasizes a core theme of Sport for All; Play for Life through:

- 1) Encouraging people of all ages, genders, ability levels, and backgrounds to participate in sports.
- 2) Uplifting the benefits associated with sport participation.
- 3) Sharing strategies that can help increase access to sports for youth.

Championing the benefits of sport participation among the general public can help mitigate the social and cultural barriers that discourage many Americans from participating in sport-based physical activities. Ideally, as awareness of these benefits grows, so too will participation rates in sport-based activities, calling greater attention to access issues in communities.

We would like to discuss the following topics today:

- 1) Reimagining youth sports.
- 2) "It's more than a game" - the value of sports beyond the playing field.
- 3) Girls in sports.
- 4) Violence in sports.

Gen. Hertling: Allyson Felix, Robert Shepardson, and Dr. Ian Smith also participated in the discussion.

1) Reimagining Youth Sports

We have been working with the Aspen Institute's Project Play to identify best practices to make sport a viable option for physical activity. This past January, Project Play released a report entitled, *Sport for All, Play for Life*. It's the very first step in getting activity and sport back in the lives of America. We used that as our guideline. I'm going to summarize the report and the eight strategies that it offers and then talk about which one of the eight strategies the Council will support. The eight strategies include:

- 1) Ask kids what they want - Identify and incorporate youth-generated ideas on what makes sport fun.
- 2) Reintroduce free play - Encourage unstructured neighborhood play. That means there are no uniforms, juice boxes, and trophies at the end of every event. It's just having fun.
- 3) Encourage sports sampling - Avoid specializing too young. Give youth an opportunity to explore more sports.
- 4) Revitalize in-town leagues - Create more pathways to sport-specific local leagues to supplement school and after-school programs.
- 5) Think small - Get more fundamentals and more success from local organizations.
- 6) Design for development - Adopt coaching and training practices that are best fit for the developmental needs of youth.
- 7) Train all coaches - Ensure that coaches are equipped with the skills to assist youth in skill development and mentoring of personal development. How do we train coaches to be better developers of our youth?
- 8) Emphasize prevention of injury.

We looked for a couple of things to really drive home. Here are the ideas we had as a group:

A Game Challenge for America

We would use our already established partners and others, like the YMCA, that are part of helping youth grow up. We would design a challenge over the next year as we head toward the 60th anniversary of the President's Council. That challenge would consist of redefining play in sport and in games. We thought about a contest in which organizations from around the country would submit ideas for new games using the foundation for old games.

The example we used was three-ball or five-ball soccer. We play a version of five-ball soccer in the military where the number of people on each side is restricted only by the size of the field. We put five balls in the middle of the field, the whistle blows, and the first team to get three balls in the other team's goal wins.

We're going to look for other sports that we could adapt. Some suggested parameters for the sport include:

- It has to be three minutes of continuous play.
- There can be no limit on how many people you can have on each side
- It must be a variant of a sport that is already known.
- No referees or coaches can be involved, although there may be some supervision.

This could be part of the Gimme Five Challenge as well, where different organizations give us five ideas for new sports. At the end of the year, the Council or ESPN might be able to choose the best sport.

Ms. Cahow: Sports should be about fun. That is the message we want to send out. That's why we all got involved in sports to begin with. When you give kids the chance to be creative, they're going to be creative.

Ms. Aronson: The proportion of kids in sports drops off at age 12. One of the leading reasons for that is, sports aren't fun anymore. We want to bring fun back into sports and allow creativity and innovation to play a role in that. That will allow them to grow not only as athletes but as individuals when you harness that creativity.

Train Coaches, Parents

Mr. Shepardson: I would really like to see as the next step working with existing partners out there who train coaches and also provide insight and guidance to parents. We've all seen the over-professionalization of youth sports – the travel teams that are cutting kids when they're 10 years old; the professional trainers coming in.

The Aspen report talks about looking at sport from a kid's perspective. Extensive research found that what kids love about sports is having fun, being with their friends, and learning a skill. What they don't love are the weekend tournaments, the professional training, and the cutting. The idea that sports can be competitive, but also an experience teaching values, discipline, and perseverance through challenges can be something we can aspire to.

Youth Advisory Group

Gen. Hertling: The potential of getting a youth advisory group on some of these opportunities is critically important. The thing that's really messing up youth sports is parents. Parents are demanding too much. We've got to get back to play. If we can have youth help us design these opportunities, it will go viral. They can use some of the social media tools and spread the word.

Fun in Organized Sports

Ms. Cahow: The American Development Model is something that came out of USA Hockey and their work with the Aspen Institute. I'm interested to know if there are initiatives going on in other areas such as track and field or skating so we could create a dialog and this could transcend across sports so that while we are still emphasizing the

fun in non-organized sports, we continue the creativity, fun, enjoyment, and participation across all organized sports too.

Mr. Collins: I know that the NBA is getting ready to launch a youth league affiliation. I would love to work with the Council to see if we can partner together with regards to how that new league is being formed.

Mr. McClellan: We have to find a way to eliminate the judgment. That's what's not fun – to be judged if you're good enough. That happens from kids as well as adults. It's not just parents. Play should not be about being good enough. Those of us who went into one particular sport did so because that's the one we were best at. When people can't find their place, they stop participating at all.

Dr. Greenberg: We're starting to talk about the negative aspects of sport participation, but there's a positive side. Sport does incredible things for young kids. One of the things that we found when working on the Institute of Medicine report *Educating the Student Body* is that a lot of youth eliminate themselves from sport because of "pay to play." Participation can cost parents between \$1,000 and \$6,000 in equipment costs that they can't afford to pay. It leads to kids doing other things besides participating in sports. The benefits of sports participation outweigh the negative factors, but we need to find a way to eliminate the barrier of pay to play.

Gen. Hertling: It's good to get to the point where you're terrific, but you've got to learn to play first and generate a love for the game.

Mr. Shepardson: We have a role to play – especially the professional and Olympic athletes – in saying there's a better way to do this. Even for gifted athletes, the best training is cross training in playing different sports. USA Hockey is now forbidding its programs from playing 12 months out of the year. It's the best way to become a better athlete and avoid overuse and injury.

Dr. McDonough: There's emerging science on how to make sports fun. The information is there. What we need to do is take that information and train coaches on how to do it right. There's science on cross training as well. One of the potential deliverables might be for PCFSN to reach out to an organization and help convey the information that's already out there on how to make sports fun to a meeting of coaches or a teachers association.

2) It's More Than a Game - The Value of Sports Beyond the Playing Field

Ms. Cahow: It is a community effort. I think that is so important. Sports aren't just about the outcome of a particular game or season. It's really about the values and lessons you learn that you take with you for the rest of your life. I'm interested in hearing ideas of how we can provide something tangible through the Council.

Ms. Kwan: Over the years, it wasn't about competing against somebody, but being the best I could be. As PCFSN members we need to emphasize that. It's not so much a focus on winning, but being the best *you* can be and always raising that bar higher and higher so you can leap over it.

Mr. Collins: Sports has always been about overcoming adversity or challenges. The biggest challenges for me were injuries. When challenges do happen, you need to look at it as an opportunity to make yourself a better athlete when you do come back. When I was in college, I dislocated the wrist of my shooting hand – a career-threatening injury. I actually became a better shooter after my injury than I was before. I didn't do that alone. I had a great support system in my coaches and family. They were in my corner keeping me mentally strong. We need to talk to kids about facing challenges.

Gen. Hertling: The kinds of things that you're talking about – leadership, the inculcation of values, the personal growth – all contribute to you being a better person and achieving what Michelle just said – being the best you can be in whatever circumstances you're placed. I know it significantly affected me in my last career. That's what I think sport does for people.

Ms. Andrews: What do you think are some specific approaches that PCFSN can take to uplift to youth, coaches, adults, parents, and put those values to the forefront?

Ms. Cahow: There was a discussion of the power of sharing personal stories. Meredith was talking about a blog idea to share individual stories.

Ms. Aronson: If we went around the table, each of you would have a unique story, whether it's reaching a personal goal, overcoming challenges, or being a leader. All of your personal stories resonate, and they likely resonate with different audiences. I think that all of our stories collectively can hit a variety of audiences. We can strategically work together to share those stories in a meaningful way and inspire kids.

Gen. Hertling: We should also reach out to young people like Karlie. This blog should be not only us but people across the nation who have inspirational events occurring in their lives.

Ms. Pfohl: Rob is our marketing and branding guru and chair of the committee on preparations to celebrate PCFSN's 60th anniversary in 2016. There's so much rich material within our Council and that we have access to around the country. I think about the 60th anniversary and where we want to go in the 18 months we have left as part of this administration.

Mr. McClellan: When I think of what we've gotten from sports and how we find a way to transfer that to the nation, I think it has to be small increments. We have to find small successes. We're not saying that if you participate in a sport, you're going to be an Olympian, but we all know the first time somebody does that first pushup or pull up or first mile, those are their successes. When kids go from A to B, those are the things that

make them feel like champions. Sell those small successes, because that's what keeps you in the game. It's really about sticking to it. One of the things that I teach my children that my parents taught me: just don't quit.

Gen. Hertling: How do we name this campaign? A suggestion might be, "I Came to Play."

Ms. Kwan: My nieces are 10 and 12. The 10-year-old has no interest to play in a structured sport, but she loves to dance. Her mother encourages her to choreograph programs and do exhibitions. The 12-year-old is so opposite. My sister says, "She's so much like you." She wants to go to the Olympics. It's her whole dream. She's a hard core gymnast. We need to listen to the youth who feel the impact of the decisions we make.

3) Girls in Sports

Ms. Cahow: One of the issues that we confront every day on the Council is access for everyone across the board. Even though Title IX passed in 1972, girls registration rates are still 2%-5% lower than boys across the board. We need to better understand the benefits of and barriers to girls in sports.

[Council played #LikeAGirl video.]

I don't know if a partnership with Always is in the future, but any kind of branding that can really inspire, uplift, transcend, and carry along the messages that we've been talking about today is incredibly helpful.

Ms. Richardson: As a grandmother, I have been very supportive of my granddaughter. At first she was into soccer and dancing, and then it changes. It's a part of exposing them to as many activities as possible. Now she enjoys cheerleading and volleyball, but most importantly, she recently took an interest in golf. Now we both get to share something that I love that she is enjoying as well. It goes back to the senior and the younger kid being able to enjoy activities together.

Dr. Greenberg: I was a high school athlete, went to college on a scholarship for athletics, and then became a high school coach. I coached a team that won the state basketball championship in Massachusetts and coached a team in Miami that did not win a single game in the season. I treated the girls the exact same way. I'm very happy that Title IX holds school districts accountable for the number of girls who participate in a sport. This year we added middle school girls' flag football. We added 600 more girls playing sports in a matter of four months. It can be done when an opportunity is made available. It just needs to be made available. It's time to expand the options beyond traditional sports to include activities such as ice hockey or figure skating.

Ms. Pfohl: There's a movement around physical literacy that has started in Canada and European countries. It's just making its way here to the United States. Physical literacy has a great sisterhood with the American Development Model. It's about sports

sampling. The three keys to physical literacy for creating young people who grow into active adults: instilling the ability, the confidence, and the desire. If I have some abilities, I can feel confident that I don't have to be the best. I can just be better than I was yesterday. Ability, confidence, and desire – that's what we're trying to do. That's what physical literacy is all about.

Ms. Cahow: One of the ideas we discussed yesterday was to put together a work group focused on girls and women in sports. We're going to have some help, because the Council has been working with the OWH. They're going to be releasing a lot of good new information later this year.

Dr. McDonough: Our science board has recognized a research gap concerning adolescent girls and exercise. The science base is not there. One of our deliverables could be to formally communicate that through our science board to the appropriate federal agency, such as NIH or CDC. This is something that we are aware of that they should be aware of as well.

4) Violence in Sports

Mr. Shepardson: The perspective on violence and abuse in sports is not to avert our eyes and to be right up there with folks who are telling the truth about what can occur and has occurred in sports. "Negative culture" is what I've been calling it.

We were joined by the US Olympic Committee's (USOC) US Center for Safe Sport. They, among many other nonprofits, have done a lot of good research on this subject. The White House, and many others now, respond to a lot of things that have been in the news about professional, college, and even high school teams. It's something we felt we need to address and that we can lend our voice to.

One thing that I've been interested in talking about is the fact that boys' organized sports can create a negative culture that leads to bullying, misogyny, and a whole host of other things. It could also occur on girls' teams. On boys' teams, I've seen it as an athlete and I've seen it as a parent.

We talked about taking advantage of the extraordinary honor we have in representing the positive things that sport can be in the United States. We talked about how to help coaches and parents at all levels – I mean even at the elite college level – with sensitivity, training, and reinforcement of positive values for primarily men's and boys' teams. It's out there and there's no sense in putting our heads in the sand about it.

I talked to agents who represent male athletes about having them reach back to high schools and colleges to tell their "little brothers" that this is not cool; it's not how it should be.

Ms. Andrews: The role of the US Center for Safe Sport is to use sport as a mechanism for change and allow sports to be a mechanism to prevent violence and abuse that

athletes may suffer themselves or that athletes may perpetrate. There are resources available through USOC and other organizations, including places for athletes to go if they suffer violence and abuse.

Dr. Greenberg: I think one thing that scares athletes who are involved in those situations is they are afraid if they come forward they will be cut from teams. How does the athlete who's victimized get protected from being cut for coming forward to report another athlete or a coach?

Ms. Andrews: That's under the umbrella of the resources that the center wants to provide for athletes. It's not just about preventing the violence and abuse. It also addresses how to deal with it if it's happening to you. The center is a resource that gives athletes that direction.

Mr. Shepardson: The point is to add our voice, particularly in our society, when this has been in the headlines over the last year or two. It's not a new issue, but it certainly has spiked. A next step is to use our convening power to bring some of these groups together and have a discussion about this with Safe Sport and others to identify what we can do and catalyze a more coherent effort around this.

Mr. Collins: A lot of my friends from the LGBT community are talking about sports. The main reason they quit is because they were being bullied. If we're talking about bringing everyone into the tent, we have to address bullying. There are great organizations in the LGBT community with which we can co-partner because they have a lot of experience.

PCFSN Sport for All Action Points

1) Uplift fun and get more kids into the game. One possible strategy: develop an innovative game challenge that includes youth in creating the challenge as well as participating in it.

2) Look at what's going on with the American Development Model and the different non-government bodies (NGBs). Explore how we might continue our work together and learn from shared experiences.

3) Talk to kids about what they mean by fun, how we can eliminate judgment, and how we capitalize on what's fun for them in sports.

4) Examine the science behind what is fun and work with those organizations that have skin in the game on that research.

5) Look at the "more than a game" aspect of sport. Share stories not only from PCFSN members, but from the youth perspective. Karlie and the other youth champions who attended the meeting are examples of the successes that we can see from kids. Elevate the small steps in that equation as well.

6) Convene a girls' and women's group to help PCFSN elevate the importance of women and girls in sports. Present an analysis to the research community of the gaps in research on this subject.

7) Explore adding a youth advisory group to aid in the discussion of reimagining youth sports.

8) Connect with the new program that the NBA will be launching to give kids the opportunity to get involved in basketball.

9) Disseminate the personal stories of anyone who's been involved in sports.

10) Look at partners that PCFSN can engage in the issue of violence in sports to play a role in how sports are shaped for our youth, especially when it comes to coaching, safety, and how kids develop and enjoy the game. Bring those players together to see what strategies might be implemented in youth programs to increase the ability of youth to engage in safe sport.

Dr. McDonough: We can disseminate information to coaches about violence and bullying at the same time that we communicate with them about how to make sports fun. This could occur at an annual meeting, through a PCFSN speaker, and/or in a publication that coaches read. I think we should be involved in building up and actively supporting and providing training for our coaches.

Ms. Pfohl: The *Sport for All, Play for Life* report is available at www.projectplay.us and the Aspen Institute website.

Introduction of Nancy Rodriguez

Ms. Pfohl

- Faculty member at the University of Connecticut, Storrs since 1991.
- Professor of Nutritional Sciences in the College of Agriculture, Health, and Natural Resources (CAHNR) with joint appointments in the Departments of Kinesiology and Allied Health Sciences.
- Directs the Sports Nutrition Program at CAHNR and for the Department of Sports Medicine in the Division of Athletics.
- Research program focuses on relationships between exercise, protein intake, energy balance, and protein utilization in athletes, physically active adults, and healthy obese and non-obese children.

Science Board Update

Dr. Nancy Rodriguez, PhD, RD, FACSM

- Sitting in on this part of the meeting has given me insight for when I go back to the Science Board. I can truly see that there is a nice interplay between PCFSN and the board in the context of some of your initiatives.
- Formed in 2003, the Science Board is composed of scholars and academicians who make significant contributions to the research, science, and education initiatives related to physical activity, health, sports, and nutrition. The board will continue to perpetuate those initiatives that have been central to the Council charge. These include reducing childhood obesity, promoting physical activity, and integrating nutrition to endorse healthy lifestyles.
- These messages, along with other accessible solutions for improved fitness, health, and nutrition, are showcased in *Elevate Health*, a quarterly publication that provides easily understood applications of scientific initiatives for the public. *Elevate Health* emerged from the re-launch of PCFSN's research digest. In recent months, there has been focused activity to expand the readership and identify new audiences for *Elevate Health*. I think some of the information discussed today would be appropriately placed in upcoming issues.
- Of particular significance this year is the Science Board's active role in the 2015 White House Conference on Aging: The Shape of America.
- An active aging group has been established and efforts to extend the Council's directives of good nutrition, physical activity, and healthy lifestyles to young, middle-aged, and older adults are underway. In June, members of the Science Board – myself included – will participate with members of the Council at Stanford's fitness workshop with regards to promoting fitness across the lifespan.
- One point I would make as someone who has moved her research initiatives more into the field of healthy aging is that I really enjoyed the conversation to meld the *Let's Move!* campaign with some aspect of healthy aging.
- The young people you had here today were all quite eloquent in many of their comments. One of the things that Caleb emphasized at the very end was activities where parents and children could do things together. He, Hannah, Ana, and Karlie also talked about nutrition and ways to emphasize exercise and activity. I can tell you those are two points that definitely have interplay with healthy aging and making sure that people age in a way that supports a good quality of life. If we manage age-related complications, we don't place that burden on the healthcare system. There was a lot of foresight that came from the young to the old. We seem to have come full circle.

- The Science Board's Nutrition and Behavioral Working Group is bringing closure on a paper focused on the role of nutrition and nutrition-related behaviors in the context of mental health – something else that the Council touched on today. It's been an interesting journey because it's gone from very focused, with preconceived notions, to a much broader-based effort to provide the attention that needs to be given to mental health, given the broadness of those diagnoses. The paper presents the role that nutrition and physical activity can play in preventing, managing, or treating some of these behavioral disorders.

Closing Remarks & Adjourn

Ms. Pfohl: Most of the information we've talked today about is at our website, www.fitness.gov. Once again Council members, thank you for your dedication and support. Thank you for this input and really getting down to nitty gritty, hardcore strategies.

Adjourn